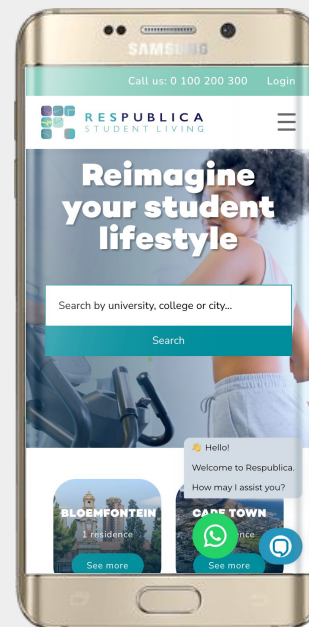
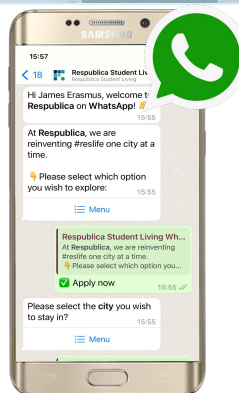




## Scaling Student Accommodation Sign-Ups with Smart Chatbots

**Client:** Respublica Student Living  
**Industry:** Student Accommodation / Property Management  
**Channels:** WhatsApp & Web Bot  
**Region:** South Africa  
**Deployment Period:** Oct 2023 – Apr 2024 & Oct 2024 – Apr 2025



Each academic year, Respublica faced a surge in student accommodation queries during January and February, leaving the call centre stretched thin with high call volumes, long wait times, and missed opportunities.

Recognising the need for a more effective, low-friction channel for their Gen Z audience, Respublica joined forces with DTS.

Together, they implemented an innovative solution: a fully integrated WhatsApp Bot and Web Bot designed to complement their existing communication channels.

Click [Here](#) or scan the QR code:



*"Managing these increased queries effectively and in a timeous manner results in a substantial increase in potential revenue and significant student satisfaction levels."*  
**Bronwyn Boavida, Managing Director**

### Brief:

The objective was to implement a transformative communication solution to handle the annual peak demand for accommodation before the start of each academic year.

### Goals:

- Streamline the accommodation sign-up process, and increase the number of "bums in beds"
- Drive down acquisition costs
- Increase the capacity to answer student queries, not just FAQs
- Reduce pressure on call centre staff



5,391  
Applications



1,067  
Registrations

20%  
Conversion

## Outcomes:

The intelligent bot solution delivered results for Respublica, significantly advancing operational efficiency, customer engagement, and business growth.

### Accelerated Student Acquisition:

An intuitive, personalized bot interface directly facilitated over 1,000 new student sign-ups without human agent intervention, all while remaining 100% POPIA compliant.

### Reduced Call Centre Strain:

During the peak enrolment period (January–February), the bots successfully deflected 9,942 inquiries, substantially alleviating call centre pressure.

### Elevated User Experience:

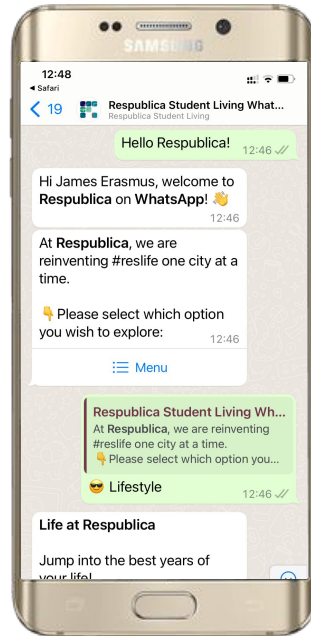
The intelligent bot provided students and parents with convenient, immediate access to accommodation information, tailored recommendations, and timely responses via their preferred channels, enhancing overall satisfaction.

### Enhanced Brand Reputation and Loyalty:

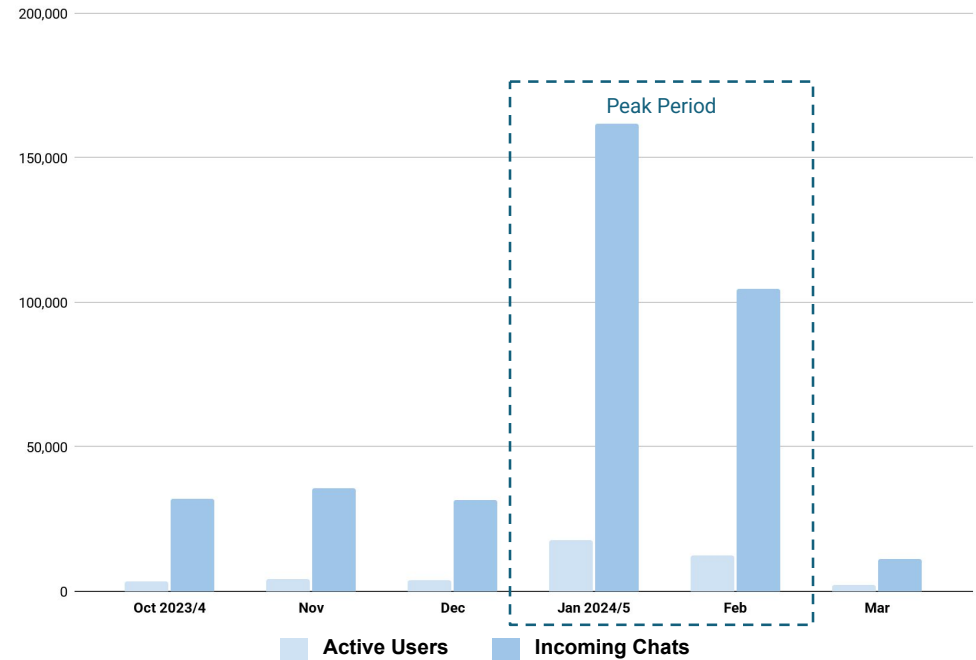
Continuous 24/7 availability and personalized interactions strengthened Respublica's brand and cultivated deeper stakeholder loyalty.

### Optimised Efficiency and Cost-Effectiveness:

The solution streamlined information access and optimised resource allocation, leading to significant cost savings.



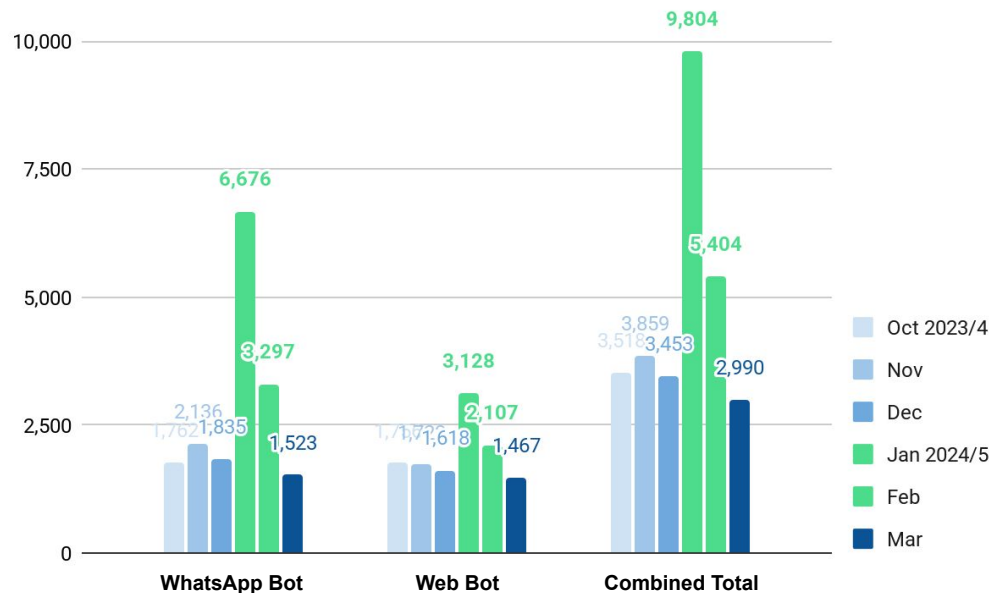
## Engagement



337,329 queries were addressed by the Bots - relieved the strain on the call centre and delivered a positive ROI for the 2024 & 2025 registration period.

Note: No budget was spent on marketing the bots, they were discovered or shared virally by users.

## Bot traffic - users per month



After engaging with the Bots, 11,937 users opted in to the Respublica WhatsApp channel as their preferred means of communication.

Each of these users will now be recognised by name, residence and communication preference whenever they return to engage in other activities or services on the platform.



*"At Respublica, we are always finding ways to build on and improve how we meet students' needs. We're passionate about supporting students to succeed and thrive by choosing a space for themselves, a space to call their own. DTS understood this passion and assisted us in streamlining our interactions with both existing and new students while ensuring the onboarding and sign-up process left no unanswered questions."*

**Craig McMurray, Chief Executive Officer**

## Conclusion:

Through the transformative impact of integrated WhatsApp and web chatbots, Respublica achieved its primary goals of reducing costs and optimising its operations. By embracing this digital innovation, Respublica also enhanced its competitive position in the student accommodation market, prioritising a truly customer-centric solution.

1. Create a more **active, engaged & loyal** student
2. **Targeted** and **measurable** communication (Two-way)
3. **Verified profile** of existing and new students (upsell / onsell)
4. **Decrease costs** associated with traditional student care / acquisition
5. Provide an always-on, intelligent **24/7/365** interactive brand and service engagement ChatBot
6. **Reduce** the reliance on staff service tasks and repeat work. **±2,000 hours**
7. Investment gain (revenue) **>R1,5m**
8. ROI (value generated) **>320%**

**Don't miss out – let the DTS chatbots revolutionise your communication channels and drive business success.**

Let us help you build a chatbot that converts inquiries into revenue.



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